

# EVENING BULLETIN

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WALLACE R. FARRINGTON, - - - EDITOR

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THURSDAY SEPTEMBER 7, 1911

Now, advertising is simply turning attention to something. The base of advertising is the mob movement. Ideally it is a mob movement and nothing else. The aim of advertising is to make a mass of people move in a certain direction. \* \* \* Now when it comes to moving mobs, to reaching masses through the printed word, he has to acknowledge that in every locality the daily newspaper today reaches and influences more people than any other medium, written or spoken. He cannot get away from that, so that is the method he must use. All questions of how often he is to use it, what copy he is to employ, what it is going to cost him are subordinated at first in reasoning to the fact that the newspaper is the most powerful medium in producing the effect he desires, namely, a movement toward his goods. And, gentlemen, that is what a man wants.—Thomas E. Duckerell.

Old Caesar never had such a time pushing away that crown as Senator Fairchild has shooing the gubernatorial bee.

Kapua loses settled? That sounds almost like a joke, or too good to be true. Shall it be figured as the new Land Commissioner's work?

How long has the Kula pipe line to sprinkle water through leaking siphons before changes are made in the Department of Public Works that will reduce to a minimum the prospect of more mistakes made at the public expense?

Investigator Carnes is respectfully requested to view the situation calmly as regards the Mediterranean fly. Hawaii will do its utmost to protect the Pacific coast from any infection through the island ports, but our friends should remember that Hawaii is not the only center from which the fly may migrate.

The latest shift of the Supervisors in making appropriations is to some a reminder of the day when votes for women will dominate the situation and the Board of Supervisors will be in the control of women who have an acknowledged right to change their minds. So far as the public is concerned, it makes very little difference by what system of financing the result is reached, provided present road work plans are not delayed and the city government keeps faith in all respects with the Loan Fund Commission. Work on country roads that have been partially completed should not be stopped.

Treasurer Conkling can hardly be pleased with being represented as trying to make monkeys of Honolulu banks. The coin for the loan fund happens to be coming to the islands at a time when the heaviest returns from the principal product of the country are arriving, and the amount of money held by the banks is the largest for the year. Treasurer Conkling has no more reason to expect that banks will take Territorial money on deposit at a loss, than he has to ship coin to Honolulu by express when he can handle it once Government line of transportation. It is gratifying indeed to know that the Territory has saved money in handling the latest loan, and has not been required to call on the local banks for assistance.

## EVENING SMILES

"Would you mind tooting your factory whistle for a little?"  
"What for?"  
"For my father over yonder in the park. He's a trifle deaf, and he hasn't heard a robin this summer."  
"You think our new farce will be a hit?" asked the manager.  
"I'm sure of it," replied the stage manager. "Every member of the company blushed at the first reading of the manuscript."

"Have you an appetite?" asked the physician.  
"No," replied the patient.  
"Hum! Very bad symptom."  
"Maybe not. You see, I've just had my dinner."

"Why can't you take my case?"  
"I'm a corporation lawyer and wouldn't know how to get you out of jail. If you'd come to me in the first place you'd never have got in there."

"As there are but these four capitalistic great powers among nations, it may be said that the outer world, in fact, June 13, 1911, as so often pronounced in theory, established itself in council to sit upon the future of China, and that these things, directed to trade and industrial regeneration in China, are a realization of the desires of western nations from the beginning of trade relations with China in the sixteenth century, and of the active aims of England, France, and America for about seventy-five years. This is something of what reform in China, under the principles of the open door and the new diplomacy, means.

"It has been regarded as only a question of time when China would be bankrupt. In such a case, on account of her debt to Europe, ever increasing, she would have to surrender her finances to the management of a European board of control, consisting of representatives of Great Britain, France, and Germany. Several policies for China's protection and safety, such as are embraced in the open door doctrine, would be endangered by this and if America remained traditionally disinterested the forces that have threatened to break up the Chinese Empire would operate in spite of the open door doctrine.

"America's only chance in averting this lay in anticipating the capitalistic powers of Europe and reuniting all foreign financial and commercial interests on the lines of mutual advantage. It was not strange, therefore, that the government at Washington sought the opportunity to bring about the reform of China's currency, the organization of industrial development, and the creation of financial order."

Thus we find the United States in the role of philanthropic selfishness. This country demands that it be allowed the privilege of being numbered among the creditors of China in order that it may save China if possible, but if not, then it demands the right of being in on the deal when the creditor nations get together to determine how the assets of the country may be best conserved.

The signing of the currency loan is the result of President Taft's and Secretary Knox's plan of state for Eastern Asia, says McCormick. It is an achievement not less in importance perhaps than the securing of the pledges of the powers to the doctrine of the open door in 1899-1900. It may be said that not since the delegation by China of the American Minister, Anson Burlingame, as her special envoy to the West has China trusted or relied upon any foreign agencies as in this event of trusting the bringing about of her currency reform to American leadership. In American relations with China a wide gap since William H. Seward and Anson Burlingame has been thus bridged by President Taft and Secretary Knox.

Should an upheaval occur in China, as now seems entirely probable, the main body of the Pacific fleet will be ready to proceed from Hawaiian waters to take part in any fight or frolic that may be scheduled by the Chinese revolutionists.

While Prussians were wiping out a bank on account of a rumored war with France, the people of Great Britain centered their attention on a man swimming the English channel in record time. For once the conditions are reversed.

No doubt the Sugar Trust, the Hawaiian planters and the Oriental population of Hawaii will be held responsible for the advance in the price of sugar. The only real question however is whether all the people can be fooled all the time.

Politics are bubbling all over the city. Meanwhile the average man who wants a first class man named for Mayor next year is shouting "Oh, cut the politics out," and assuming a most lordly air when talking of how things ought to be run. This same fellow will wake up a few months hence and realize that if you want results you must begin to work when the game is young.

## SETTLE KAPAA LEASE DETAILS

The trouble over the Kapaa land lease is now a thing of the past, the Governor and Senator Fairchild having come to an agreement on the matter last Tuesday. The affair was passed over to Land Commissioner Charles S. Judd and he was instructed to bring it before Secretary of the Land Board J. Brown for his approval and then to have it advertised. This should be done at any time now.

"The real trouble," said the Governor this morning, "was over the location of the land. That was set-

Downtown

## ROOMING and BOARDING HOUSE

For Sale

PRICE \$9,000

TRENT TRUST CO., LTD.

We Have

## Money to Loan

on listed stocks or on improved Real Estate.

We buy and sell Stocks and Bonds, and make investments for others in approved Trust Securities.

WE SHALL BE PLEASED TO TALK INVESTMENTS WITH YOU

Bishop Trust Co., Ltd.

924 Bethel Street

PINEAPPLES! BANANAS!!

A Crate of Six Selected Pines or a Large Bunch of Bananas

Simply leave your order—we do the rest.

ISLAND FRUIT COMPANY  
(With Wells, Fargo, Express Company)

tioned some little time ago and then I drafted out a lease and sent it along to Senator Fairchild for his approval. He brought it back with him the day before yesterday with a couple of small pencil alterations and that settled the matter. There are no radical changes from the lease as first published and the matter will now end."

Two of the big cases now before the circuit courts were continued this morning. The case of the Pa Pele-kane lands at Lahaina, Maui, was further gone into and the matter of the ownership of land on Waipio road was further argued.

## Waterhouse Trust

## Land of Puupueo

### Manoa Valley

**WHEN** a man buys something useful which at the same time is steadily increasing in value he is twice fortunate. It is only a little over ten years ago since the pioneer settler on the land of Puupueo made his home there. Then there were none of the many conveniences required by the exacting suburbanite. Now all the advantages that can possibly be asked for are procurable: Mountain spring water, telephone, electric light and Rapid Transit service, and gas for cooking.

**BE TWICE FORTUNATE**, and purchase one of the most desirable house lots to be had within three miles of the Capitol.

Remember, Easy Terms Are Offered.

## ALL INSPECTORS MUST PASS EXAM

The present and also would-be sanitary and mosquito inspectors will have to pass an exam in the future, and if they can not, they will have to look for other jobs. This is the latest dictum of President of the Board of Health Dr. J. S. B. Pratt. He has been working over the plan for some time now and expects to have it started in about six weeks' or two months' time.

"It is not going to be a matter of politics in the Board of Health," he said today, "but of efficiency. I have not definitely fixed on anything in the matter as yet, but I hope to have everything in shape in about six weeks or two months."

"The plan is to have various people give the inspectors talks on the branches of their work. For instance, Attorney-General Lindsay will give a talk on the legal aspect of it after he returns from his trip to Hawaii. Then Professor Keller has agreed to talk on the sewage and general engineering questions that crop up during the course of the inspectors' work. I will also give them books to study and mark the parts that are important. After they have had sufficient time to prepare themselves we will hold an examination and see what they know. This will be a practical one and along the lines of their work."

"All of those who can satisfactorily answer the questions will be retained, while those who can not will have to go. By these means we hope to be able to get together a thoroughly efficient force of men. I also intend applying the system to the applicants for post-office. These will be supplied with books and they will have to pass an examination. It is done on the mainland, and I do not see why we could not carry it through here. Besides, this will eliminate all politics and give us the most efficient men."

Judge W. J. Robinson this morning granted Annie Kela a divorce from George Kela on the grounds of cruelty and other charges.

The amateur golf championship of Baden-Baden, Germany, was won by Alex Redell of Chicago.



THE VEVELOPMENT OF THE

## Thermos Bottle

has long since passed the experimental stage. The present finish product is an unqualified success, and a necessity in every home.

Our Thermos bottles keep liquids boiling hot for 24 hours, or ice cold for 72 hours.

H. F. WICHMAN & CO.  
Limited  
LEADING JEWELERS

A Last That Lasts

Every season our "Whirlwind" last grows in popularity. It fits. It's stylish.

It's easy. The shape stays. Note this gun-metal foxed blucher.

A business-like model for the young man. Conservative. Dressy. With the popular high heel and toe. And all the Crossett comfort-kinks.

## CROSSETT SHOE

"Makes Life's Walk Easy"

\$4 to \$6 everywhere.

Lewis A. Crossett, Inc., Makers,  
North Abington, Mass.

Manufacturer's Shoe Co.  
Agents

Ladies' Misses' Girls'

## Clothing

FOR THE

## WHOLE—ON—FAMILY

Liberal **Installment** Payments

Beretania St. **The Formfit** Fort St.

Men's Youths' Boys'



PENHURST

Penhurst meets in front and stays that way. It is non-shrinkable, has the strongest of buttonholes and ample tie space.

## ARROW COLLARS

160, 220 For Me. Claret, Penhury & Co., Makers

## ONE IN EIGHT REGISTERED

But one-eighth of the total vote of the Island of Oahu has thus far called at the office of City and County Clerk Kalauskalani and enrolled his name on the pages of the great register now under preparation there.

A table of registrations filed with the clerk of August shows that a total registration of 666 voters was made during the month, including both districts of the city and county of Honolulu. Of this number in the Fourth District, Hawaiians numbered 117; part-Hawaiians, 51; Americans, 167; Portuguese, 18, and Chinese, 2.

The Fifth District did not make as good a showing so far as numbers go, the registration from that district including: Hawaiians, 132; part-Hawaiians, 55; Americans, 49; Portuguese, 4, and Chinese, 10.

The total vote registered two years ago was 6481, making the number now on the great register a trifle over one-eighth of the required vote of the city and county.

The Honolulu firemen were excited this morning, not because they could not locate a fire, but on account of a crazy Chinaman in front of the main fire station on Beretania street. Chief Thurston was surprised to see the Chinaman, Tum Nu, go through a mysterious performance, and he at once decided to send for a police officer. When the latter arrived Tum Nu was escorted to the police station. William G. Irwin has commenced an action against Sul Hoy and Look Hock to recover \$217.50 which he alleges is owing him.

## CLEANLINESS CARRIED TO AN EXTREME

You might say this about us after a visit to our Sheridan street milk depot. But it is all necessary if you want to be assured of absolutely pure milk. Compare our scientific methods with the ordinary barnyard and you'll see why it is to your interest to buy milk from

Honolulu Dairymen's Association  
Phone 1572